METHOD AND SYSTEM FOR PERSONALIZED AND LOCALIZED TV AD DELIVERY

A personalized and localized TV Ad delivery method and system comprise of Ad Center

5　(1), Intelligent Control Module (2), and Display (3) and / or TV (4). Ad Center (1) collects and processes information for ads, ad agencies, advertisers, and TV users. TV user information includes subscriber information associated with a user and public and / or purchasable user information like demographic data, user age group, family group, profession, credit history, etc. Intelligent Control Module (2) interfaces with Ad Center (2) and Display (3) and / or TV (4),

10　collects user viewing program content preference, user ad preference, and user viewing patterns, which, at the discretion of users and based on local rules and regulations, can be uploaded to Ad Center (1). Intelligent Control Module (2) and / or Ad Center (1) also utilize artificial intelligence, mathematical, and statistical techniques for decision processing to produces a user personalized and localized ad schedule and / or ad set pertaining to channels and time, which

15　governs the appropriate ad display during commercial times for certain or all channels. Application of the present invention enables ad agencies and / or advertisers directly and accurately personalize and localize their advertisements to potential buyers and / or locations that might have the interests or needs for the advertised products or services, and greatly enhance the effectiveness of TV advertisements.

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